

Message Text

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R 140501Z MAY 76
FM AMCONSUL HONG KONG
TO USDOC WASHDC
INFO SECSTATE WASHDC 0312
AMEMBASSY TAIPEI
AMEMBASSY SINGAPORE

UNCLAS HONG KONG 5537

COMMERCE FOR OIM/WHELAN

E.O. 11652: N/A

TAGS: BBSR, HK

SUBJECT: MARKET RESEARCH - GLOBAL MARKET RESEARCH: MARKET FOR
MEDICAL EQUIPMENT IN SINGAPORE AND TAIWAN - BID PROPOSALS

REF: A) USDOC A-1526 DATED 3/5/76; B) USDOC 5628 DATED 4/2/76

1. OUT OF ELEVEN FIRMS INVITED TO BID ON SUBJECT SURVEY, ONLY MOBIUS
AND TRANS-MARKET RESEARCH LTD. (TMR) SUBMITTED PROPOSALS. ONE COPY
AIR MAILED AND ONE COPY AIR POUCHED.

2. MOBIUS PRICES ARE: SINGAPORE US\$4,600 AND TAIWAN US\$4,800. IF
BOTH STUDIES ARE AWARDED THERE WILL BE A 10PCT DISCOUNT FROM TOTTAL
COST. IN EACH OF THE COUNTRIES THEY WILL CONDUCT A TOTAL OF
APPROXIMATELY 50 INTERVIEWS. MOBIUS WILL BE PROJECT MANAGER, IN
CHARGE OF ALL RESEARCH. SINGLE-STUDY CONTRACT WILL REQUIRE
COMPLETION OF STUDY REPORTS WITHIN 12 WEEKS FROM DATE OF CONTRACT
AND CONTRACT FOR TWO RESEARCH STUDIES WILL REQUIRE COMPLETION
OF ALL STUDY REPORTS WITHIN 14 WEEKS FROM DATE OF CONTRACT.

3. TRANS-MARKET RESEARCH LTD (TMR) PRICE FOR SINGAPORE IS
US\$4,000 AND TAIWAN IS US\$4,500. IF BOTH MARKET ARE AWARDED
THE TOTAL COST OF THE SURVEY WILL BE US\$8,000. THE MINIMUM
RANGE FOR THE PERSONAL INTERVIEW IS 40-48 FOR SINGAPORE AND
48-56 FOR TAIWAN. PERSONNEL ASSIGNED TO THE STUDY: LORETTA
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LEE, MANAGING DIRECTOR; RICHARD BENNETT, RESEARCH DIRECTOR;

RICHARD CLOUSTON, SINGAPORE MANAGER; MRS. DING SHONG SHIU LIM, TAIWAN FIELD MANAGER; GLENN SMITH, RESEARCH EXECUTIVE. SINGLE PROJECT AWARDED WILL REQUIRE COMPLETION OF STUDY REPORTS WITHIN 12 WEEKS. BOTH PROJECTS AWARDED WILL REQUIRE COMPLETION OF ALL STUDY REPORTS WITHIN 14 WEEKS.

4. COMPLETION DATES GIVEN IN PROPOSALS BASED ON ORIGINAL GUIDELINES IN REF A. BOTH BIDDERS ABLE TO MEET EXTENDED DEADLINES GIVEN REF B.

5. BASED ON COST AND OTHER CONSIDERATIONS STATED BELOW WE RECOMMEND TRANS-MARKET BE AWARDED CONTRACT FOR ONE OR BOTH STUDIES. TRANS-MARKET IMPRESSES US AS COMPETANT, ENTHUSIASTIC COMPANY. AS MRD AWARE, THEY HAVE PREVIOUSLY BID ON MANY GMR PROJECTS WITHOUT EVER BEING GIVEN CONTRACT. THEY ARE VERY ANXIOUS TO PERFORM STUDY AND IF UNSUCCESSFUL MUCH LONGER THEY WILL LIKELY LOSE ALL INTEREST IN BIDDING.

6. WE OF COURSE AWARE THAT HONG KONG MARKET NOT COVERED BY THIS GMR WHICH MAY PUT TRANS-MARKET AT A DISADVANTAGE. ONE POSSIBLE ALTERNATIVE WHICH COMMERCE MAY WISH TO CONSIDER WOULD BE FOR POST TO CONTRACT GMR FOR PGA EQUIPMENT - HONG KONG (STATE A-1951) TO TRANS-MARKET RATHER THAN HAVE POST CONDUCT STUDY.

7. PARA 5 AND 6 IN NO WAY REFLECT ON MOBIUS' EXCELLENT PERFORMANCE ON GMR PROJECTS.
CROSS

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